

# College Radio **REPORT**

27 Dolores Place Malverne, N. Y. 11565

Volume 1 Number 21

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## Top Albums At Campus Stations

ALL THINGS MUST PASS.....	George Harrison.....	Apple
BLOWS AGAINST THE EMPIRE....	Jefferson Starship.....	RCA
CHICAGO III.....	Chicago.....	Columbia
EMERSON, LAKE, & PALMER.....	E,L, & P.....	Cotillion
NANTUCKET SLEIGHRIDE.....	Mountain.....	Windfall
PARANOID.....	Black Sabbath.....	Warner Brothers
PEARL.....	Janis Joplin.....	Columbia
PENDULUM.....	Creedence C.R.....	Fantasy
TEA FOR THE TILLERMAN.....	Cat Stevens.....	A&M
TUMBLEWEED CONNECTION.....	Elton John.....	Uni

The airplay on the following is also heavy, but less than the above:

DELIVERIN'.....	Poco.....	Epic
ELTON JOHN.....	Elton John.....	Uni
EMITT RHODES.....	Emitt Rhodes.....	Dunhill
JESUS CHRIST.....	Superstar.....	Decca
JUST FOR LOVE.....	Quicksilver.....	Capitol
LAYLA.....	Derek & Dominoes.....	Atco
LENNON/PLASTIC ONO BAND.....	John Lennon.....	Apple
LIVE AT COOK COUNTY JAIL....	B.B.King.....	ABC
MCDONALD & GILES.....	McDonald & Giles.....	Cotillion
MOSAIC.....	Crow.....	Amaret
NATURALLY.....	3 Dog Night.....	Dunhill
ORIGINAL FLYING MACHINE.....	James Taylor.....	Euphoria
STEPHEN STILLS.....	Stephen Stills.....	Atlantic
SISYPHUS.....	Cold Blood.....	San Francisco
TWELVE DREAMS/SARDONICUS....	Spirit.....	Epic
TWO YEARS ON.....	Bee Gees.....	Atco
YOU'RE NOT ALONE.....	Dion.....	Warner Brothers

## Top Singles At Campus Stations

BLUE MONEY...V. Morrison...WB	ME & BOBBY MCGEE...Joplin...Columbia
COUNTRY ROAD...J. Taylor...WB	OYE COMO VA...Santana...Columbia
FOR ALL WE KNOW...Carpenters	SHE'S A LADY...Tom Jones...Parrot
FREE...Chicago...Columbia	TEMPTATION EYES...Grass Roots...Dunhill
HANG ON TO YOUR LIFE...Guess	WHAT IS LIFE...Harrison...Apple
HAVE YOU EVER/flip...CCR	WHEN I'M DEAD & GONE...McGuinness/Flint
HERE COMES THE SUN...Havens	WILD WORLD...Cat Stevens...A&M
IF YOU COULD READ MY MIND	YOU'D BETTER THINK TWICE...Poco...Epic
LET YOUR LOVE GO...Bread	

Programmed Album Cuts

(contributed by KTRU - Rice Univ. - Houston, Texas)  
"Close To It All" You're Not Alone - Dion(Warner Bros.)  
"Where Are We Going" +  
"Sweet Mary" Ring Of Hands - Argent(Epic)  
"Flight 602" Chicago III - Chicago(Columbia)  
"Mr. Skin" +  
"Life Has Just Begun" Twelve Dreams/Sardonicus - Spirit(Epic)  
"Highway Song" His Friends & Neighbors - Alex Taylor(Capr.)

Programmed Albums

KASF - Adams State College - Alamosa, Colo.  
clover, don cooper, bruce palmer, paul siebel  
WSAP - St. Andrews Pres. College - Laurinberg, N.C.  
crow(Amaret), tony joe white, mountain, rascals, siebel, jeremiah  
WAYN - Wayne State - Detroit, Mich.  
joplin, fanny, chairman of the board, n.y. rock ensemble, nilsson  
WBCR - Brooklyn College - N.Y.  
amazing blondel(Island), rita coolidge(A&M), strawbs(A&M), priscilla  
WRUC - Union College - Schenectady, N.Y.  
merry clayton, steve miller, joplin, havens, i&t turner, chamber bros.  
WMMR - Univ. of Minneapolis - Minnesota  
denny doherty, don cooper, jeremiah, sugarloaf  
WVBC - Boston College - Mass.  
dion, rod mckuen, chandler/butler, black sabbath, renbourn, pentangle  
WFUV - Fordham Univ. - Bronx, N.Y.  
carly simon, linda perhacs, caravan(London), siebel, danny o'keefe  
WNDY - Wabash College - Crawfordsville, Ind.  
velvet underground, mcDonald & giles, emerson lake & palmer, pendulum  
WSCB - So. Conn. State College - New Haven  
carly simon, clover, argent, kool and the gang, maynard ferguson  
KALX - Univ. of Calif. - Berkeley  
pentangle, b.b.king, alice coltrane, paul winter consort, king biscuit boy  
WJMD - Kalamazoo College - Mich.  
sky, kathy smith, siegal-schwall(Vanguard), mountain, cat stevens  
WRVU - Vanderbilt Univ. - Nashville  
jeremiah, early chicago(Happy Tiger), denny doherty, wigwam(Verve)  
KCLC - Lindenwood College - St. Charles, Mo.  
argent, dion, rascals, seatrain, lovin spoonful(Once Upon A Time)  
WTGR - Memphis State Univ. - Tenn.  
laura nyro, sisyphus, buddy miles, emitt rhodes, hammer, yes  
WLVR - Lehigh Univ. - Bethlehem, Pa.  
david crosby, argent, cactus, mark & almond(Blue Thumb), mason/elliott  
KSJU - St. John's Univ. - Collegeville, Minn.  
melanie, willie dixon(Columbia), fever tree, alice coltrane  
WCSB - Graham Jr. College - Boston, Mass.  
siebel, black sabbath, mountain, little richard  
WQMC - Queens College - Flushing, N.Y.  
don cooper, black sabbath, cat stevens, kinks, emerson lake & palmer

Recommended Albums

PATTO...Vertigo  
FOURTH WAY...Werewolf...Capitol  
BRONCO...Country Home...Island  
DENNY DOHERTY...Watcha Gonna Do...ABC  
RONNIE HAWKINS...The Hawk...Cotillion  
EARLY CHICAGO...Happy Tiger (Don't get scared - it's not a repackage,  
early tapes, or a bootleg. It's just the records of  
some Chicago-based groups.  
IF I COULD ONLY REMEMBER MY NAME...David Crosby...Atlantic (The new  
CSN&Y album is on the way, too)  
STATUS QUO...Ma Kelley's Greasy Spoon...Janus

Programmed Singles

WATCHING CAN WASTE UP THE TIME...Crow...Amaret  
HOMEWORK...J. Geils Band...Atlantic  
'48 DESOTO...Tony Kosinec...Columbia  
GRAB ON...Crabby Appleton...Elektra  
THAT GIRL...Royal Jesters...Bell  
L.A. GOODBYE...Ides of March...Warner Brothers

Recommended Singles

Of the 39 singles we received this week, the following are the ones  
we feel have the best potential:  
PUSHBIKE SONG...The Mixtures...Sire(Polydor Distr.)  
LAYLA...Derek & The Dominos...Atco  
GET ON THE RIGHT ROAD...Gary Wright...A&M  
AMY...FEATHERBED...Bell  
WHEN YOU DANCE I CAN REALLY LOVE...Neil Young...Reprise  
SKYSCRAPER COMMANDO...Elephant's Memory...Metromedia(Dig the lyrics)  
EVIDENCE...Sweet Inspirations...Atlantic  
LOVE MAKES THE WORLD GO ROUND...Odds & Ends...Today(Perception Distr.)

News

We note with interest that Atlantic Records, in its weekly record  
news and information sheet, has begun to place the album news on  
page one. The singles listings have been moved inside. Any comment?

In the hype department, the latest pieces are the spoons sent out  
by Janus for the Ma Kelley's Greasy Spoon album, the Superhighway  
bulletin board, and the Epic beer mug. Other things we've heard of  
are the Led Zeppelin III balloon, hardhats from Metromedia. Any  
other ingenious ideas?

Upcoming product: "Friends" is the new Elton John single on Uni  
taken from the Soundtrack album on Paramount - out this week. Also  
out this week is a new Neil Diamond single. Expected shortly is the  
Woodstock Two album on Cotillion.

## Revolutions

by Charlie Allenson

A continuation of the list of worthwhile product you should be picking up on.

1. Hotlegs Thinks School Stinks(Capitol) This album holds a very soft rock balance of good instrumentals and lyrical work. Particularly interesting is Suite F.A.
2. Randy Burns and the Sky Dog Band(Mercury) Sensitive musical feeling.
3. John Hammond Source Point(Columbia) Good Hammond blues. Would be better if there was more Hammond and less reverb and special effects.
4. High Treason(Abbott) Any Lp that comes with American Flag rolling paper on the cover is fine with me.
5. Jackson Heights King Progress(Mercury) Well, Keith Emerson has made his comeback with Lake and Palmer, and now Lee Jackson of Nice also reappeared...the music has some very interesting portions.
6. John Coltrane Featuring Pharoah Sanders Live in Seattle(Impulse) A particularly powerful and mournful disc - if you're into Coltrane you know, if not, find out.
7. Paul Siebel Jackknife Gypsy(Elektra) Worthwhile musical contribution on this album
8. Bessie Smith Empty Bed Blues(Columbia) Who else?
9. Two excellent entries from Elektra, both new female performers, both are very talented in their individual styles, both are very noteworthy, and both have similar first names - Carol Hall and Carly Simon. Do your audience a favor and try them out - both are excellent albums.
10. Lester Flatt(Nugget) Waal, hog tie my britches, but it's a dern good Lp. (Editor's Note: On this and High Treason - number 4 - we suggest you try local distributors - that's where we got them from)
11. Nilsson The Point(RCA) very, very interesting concept. The T.V. show was fascinating too. All new RCA albums, incidentally, can't break - they're made by a new process. Skeptics are invited to try and break them!
12. Jimi Hendrix Cry of Love(Reprise) What can you say
13. Jeremy Steig Energy(Capitol) Nice free-flowing jazz

### Record News

One of the dangers in making up a list of people to contact at record companies...in this case our "Directory of Record Service" which was mailed out to our subscribers last week...is that changes in personnel occur frequently. It is for this reason, that we have urged station music directors to keep a file card for every record company, and to make appropriate changes on each card as changes are made. With this in mind, we proudly present this week's edition -

Caroline Allmark has left as Capitol's National College Co-ordinator. She is now working with Jackie Mills' Wednesday's Child (who produces, among other things, Bobby Sherman) in California. A replacement has not been named, but if you are having troubles with Capitol service, you can write to Roger Karshner, Vice-President in charge of Promotion. Joe Deters, of the Capitol staff, will handle promotion duties. All playlists, surveys, etc., though, should be sent to Roger Karshner. Address: Capitol Records, 1750 N. Vine, Hollywood, Cal. 90028.

Penny Mitchell of Mediarts Records informs us that Len Chapman, formerly of Happy Tiger, is now working for Nix Nox Productions - they produced the Spencer Davis/Peter Jamieson album - and will be assisting Mediarts in their college promotion.

Barry Lane has left Faithful Virtue Records, and has been replaced by Sid Schaffer. Address is 110 East 59th Street - N.Y.C. 10022

Duke DuBois has left Flying Dutchman Records - no replacement as yet. 1841 Broadway, N.Y.C. 10023

Elly Holceker, National Promotion/<sup>for Columbia</sup>Underground and Jay Wright, Assistant National Promotion/Epic have both left.

In response to our question last week about National service from United Artists Records, Ann Moore of UA informs us that they have recently re-organized their departments and are interested in hearing from college stations desiring service. Write to her at 6920 Sunset Blvd., Hollywood, Calif. 90028. She prefers that you write. Ann has only been with the company for a short time and hopes to solidify their relations with college stations.

And they say that college station people change frequently...

### Station News

WCWP-FM, C.W. Post College on Long Island, has returned to the air. Contacts are being established (with some difficulty, we understand) with distributors.

The radio station of Franklin & Marshall College has changed its call letters from WWFM to WFNM - address is Franklin & Marshall College, Lancaster, Pa. 17604



### Editorial

The College Radio Report recently changed its front-page format to include listings of the Top Albums, Second most-heavily-played Albums, and Top Singles at campus stations. All of these listings are based exclusively on reported airplay from campus stations - not on sales, national charts, or other listings from commercial stations. Some of the records that have been listed on the front page, though, seem to be from the companies against whom the most complaints about record service have arisen. Therefore, we'd like to remind stations of a few key principles that we have assumed they have been operating under:

1) If you don't get a record in, from either National or local service, you obviously can't play it. And if you don't have it, you should not be listing the record just for the sake of listing it - this applies to both 45's and Top 40 stations, and Lp's and Progressive stations.

2) If for some reason - primarily listener requests - you are forced to buy an album simply to play it - you still shouldn't list it on any printed matter - surveys, playlists, or reports to us. After all, if you do a record company a favor by buying a record to expose it for them, why should you go one step further and advertise it for them? (Along these lines, needless to say, you should play the product you receive from people who take the time to service you)

3) Then, record companies that put out product but don't service college radio, will find that their product is not listed on college station playlists, and furthermore, will not be listed (as a result of the lack of airplay) in the College Radio Report. A number of record company promotion men have already noticed, and have asked "Why isn't my ---- album listed on your front page"? And when an album is conspicuous by its absence, repercussions will be felt/heads will roll/or whatever.

In this way, something will be done nationally, not on an individual level, regarding service to college stations. If XYZ Record Company has a lousy National College Promotion Director who sits around and does absolutely nothing, we will happily be among the first to point this fact out - even if their records sell or are at the top of the trade magazine charts. We ask your co-operation in this - we believe it will work.

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### College Radio Report

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